

~60% coverage
of the trading
area

ABCD NEWSPAPER COSTS

T/A	CIRC.	B/W PAGE COST *	2C COST
1E0 - ALBANY	546,836	\$56,614	\$60,812
1F0 - SYRACUSE	568,253	\$57,057	\$62,293
1G0 - BUFFALO	837,748	\$82,115	\$89,445
1H0 - PHILADELPHIA	1,727,810	\$128,059	\$136,968
2M0 - JACKSONVILLE	459,748	\$41,105	\$44,391
2P0 - TAMPA	1,153,655	\$78,391	\$83,592
2Q0 - MIAMI	745,894	\$66,543	\$71,416
2D0 - ORLANDO	849,548	\$66,547	\$72,942
4N0 - GREEN BAY	393,826	\$34,790	\$38,682
3N0 - DALLAS/FT.WORTH	906,909	\$74,634	\$79,990
TOTAL	8,190,227	\$685,853	\$740,532

* 8% ADDED TO B/W AND 2C COSTS TO ACCOMODATE 1994 RATES

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